

# CONTRACT



**KSDK**  
**1000 Market Street**  
**St. Louis, MO 63101**  
**(314)421-5055**

[www.ksdk.com](http://www.ksdk.com)

And:

**Strategic Media Placement LLC**  
**3946 North Hampton Drive**  
**Powell, OH 432065**

<u>Contract / Revision</u> 710570 /		<u>Alt Order #</u> 06300676
<u>Product</u> <b>AKIN FOR SENATE</b>		
<u>Contract Dates</u> <b>08/30/12 - 09/05/12</b>		<u>Estimate #</u> <b>2638</b>
<u>Advertiser</u> <b>Akin,T/R/Senate</b>		<u>Original Date / Revision</u> 08/31/12 / 08/31/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>KSDK</b>	<u>Account Executive</u> Kristin Waskie	<u>Sales Office</u> Telerep Philadel
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	KSDK	08/30/12	08/31/12	6-7a	6-7A		:30				NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	---TF--				2	\$750.00	0.00			
2	KSDK	09/04/12	09/05/12	6-7a	6-7A		:30				NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-TW----				2	\$750.00	0.00			
3	KSDK	08/30/12	08/30/12	NBC Today 7-9A	7-9A		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	---T---				1	\$600.00	0.00			
4	KSDK	09/03/12	09/05/12	NBC Today 7-9A	7-9A		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	M-W----				2	\$600.00	0.00			
5	KSDK	08/30/12	08/30/12	Days of Our Lives	1-2P		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	---T---				1	\$350.00	0.00			
N 6	KSDK	09/03/12	09/04/12	Days of Our Lives	1-2P		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	MT-----				2	\$350.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	KSDK	09/03/12-09/09/12	Days of Our Lives	1-2P	MTu-----	:30		<del>\$350.00</del>	0.00	NM		
		See MG 6.3											
	3	KSDK	09/05/12-09/05/12	Days of Our Lives	1-2P	---W-----	:30		\$350.00	0.00	NM		
		Ⓜ MG for 6.2 09/03											
7	KSDK	08/31/12	08/31/12	News Channel 5 at 5P	5-530P		:30				NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	----F--				1	\$1,050.00	0.00			
8	KSDK	09/04/12	09/04/12	News Channel 5 at 5P	5-530P		:30				NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----				1	\$1,050.00	0.00			
9	KSDK	08/30/12	08/31/12	News Channel 5 at 6P	6-630P		:30				NM	2	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



**KSDK**  
**1000 Market Street**  
**St. Louis, MO 63101**  
**(314)421-5055**

[www.ksdk.com](http://www.ksdk.com)

<u>Contract / Revision</u> 710570 /		<u>Alt Order #</u> 06300676
<u>Contract Dates</u> <b>08/30/12 - 09/05/12</b>	<u>Product</u> AKIN FOR SENATE	<u>Estimate #</u> <b>2638</b>
<u>Advertiser</u> <b>Akin, T/R/Senate</b>		<u>Original Date / Revision</u> 08/31/12 / 08/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	---TF--				2	\$1,125.00	0.00			
10	KSDK	09/03/12	09/05/12	News Channel 5 at 6P	6-630P		:30				NM	2	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	M-W----				2	\$1,125.00	0.00			
11	KSDK	08/30/12	08/31/12	LN (M-F)	10-1035p		:30				NM	2	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	---TF--				2	\$1,650.00	0.00			
12	KSDK	09/04/12	09/05/12	LN (M-F)	10-1035p		:30				NM	2	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-TW----				2	\$1,650.00	0.00			
13	KSDK	09/01/12	09/01/12	LN (Sa)	10-1035p		:30				NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S-				1	\$1,650.00	0.00			
14	KSDK	09/02/12	09/02/12	LN (Su)	10-1035p		:30				NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S				1	\$1,650.00	0.00			
15	KSDK	09/02/12	09/02/12	NBC Today Show (Su)	7-8A		:30				NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S				1	\$525.00	0.00			
16	KSDK	09/02/12	09/02/12	Meet The Press Sun 8-9A	8-9A		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S				1	\$750.00	0.00			
17	KSDK	09/01/12	09/01/12	News Channel 5 at 6P Sat	6-630P		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S-				1	\$600.00	0.00			
Totals										0.00		25	\$24,225.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/05/12	25	\$24,225.00	\$20,591.25
<b>Totals</b>	<b>25</b>	<b>\$24,225.00</b>	<b>\$20,591.25</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.